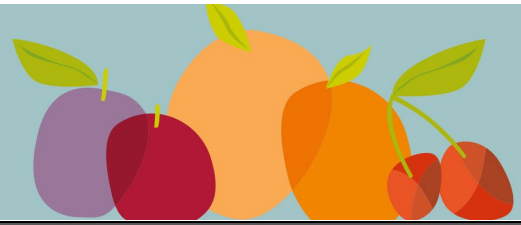




# market update



16 Jan 2024

## North Island

Value at retail seems to be holding with supplies of peaches still short, nectarine supply described as 'just enough', and an increasing range of pack size options on cherries. There are good volumes of great looking and tasting apricots and for the first time, a fully supplied plum market. All stores have a good supply of all summerfruit and it is all looking and tasting good. This happy produce story should remain for another two weeks before the hump of peach and nectarine supply is over.

Last week's predicted rain didn't come too much, with the same 30mm prediction again for this coming week. There were some high temperatures last week with the Longlands station recording 37°C. This week will see mid-twenties building back to thirties for the weekend.

## South Island

Central Otago continues to record good and normal growing degree day accumulation. This week's prediction is for low to mid-twenties with no real rain. Potential evapotranspiration will be in the 3-5mm/day range, as will Hawkes Bay. This contrasts with the 6-7mm/day of evapotranspiration in both regions last week.

## cherries

LOW MED HIGH

- Central Otago has many different varieties being picked at this stage. There are plenty of Lapins available with Sweetheart, Staccato, Romance and Regina and Kordia also available.
- Depending on who you talk to, there is tightening supply or a small glut. Local market supply depends on where the orchard is located. Generally, higher altitude means later harvest of the same variety. Another factor is the fruit that is turned around at airports.
- Some Central Otago growers have finished harvest, and some others are very close to the end. Supply will continue until the end of the month from the later and non-traditional areas.
- Very strong sales volumes have been noted.

## apricots

LOW MED HIGH

- Hawkes Bay has finished.
- The last of Sundrop is being picked now with Vulcan, Clutha Sun and Kyoto about to start. There has been a nibble pick of early Clutha Gold and Moorpark. Nibble picks will even up the maturity across the block and allow a more consistent packed line.
- Fruit in stores is looking and tasting fantastic.

## nectarines

LOW MED HIGH

- In Hawkes Bay, Rome Star is finishing soon, Late Star is starting now with Orin to be picked at the end of the week. Fantasia and Red Gold are due early next week.
- Moderate volumes of Central Otago Spring Bright and Spring Red have started, with only enough volume for South Island markets. White fleshed Kay Pearl will start very shortly.

## peaches

LOW MED HIGH

- Rome Star, Flamecrest and Velvet Sister are the classic style peaches being picked in Hawkes Bay, along with honey style Tropical Candy and Sweet Dream. Golden Belle non-melting peaches and yellow fleshed peaches are also available, with Tatura Star to follow soon. Non-melting white fleshed Scarlet O'Hara and Coconut Ice continue to be available.
- Central Otago is picking Mellow Yellow, Lady Red and Rich Lady, with Blazing Star to start at the end of the week. Improved Flavourcrest harvest will start shortly, and the volumes will build.

## plums

LOW MED HIGH

- Fortune and now Primetime are dominating the market, all from Hawkes Bay.
- Other varieties available include Black Amber, Black Doris and the start of Omega.
- There is a little bit of South Island Purple Majesty that will be staying local.

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Note: The information supplied is based on communication with summerfruit growers, marketers, retailers and other relevant industry parties. Information supplied on cherries, apricots, nectarines, peaches and plums can alter after publishing due to unexpected weather events, market forces, and other events relevant to the industry. Seek daily advice on supply from your summerfruit supplier.